

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 210642Z JAN 75

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 4023

UNCLAS TAIPEI 0344

USDOC FOR OIM/FE -- SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: BID PROPOSALS -- "BUSINESS EQUIPMENT AND SYSTEMS",
GLOBAL MARKET SURVEY FOR ROC

REF : A) TAIPEI 7201 OF 12/5/74, B) TAIPEI 0326 OF 1/20/75

1. ON 1/13/75 POST TRANSMITTED TO OIM/MRD COPIES OF BIDS FROM FIVE LOCAL RESEARCH FIRMS FOR SUBJECT TIR RESEARCH. ON 1/20/75, WE CABLED SUMMARY AND EVALUATION OF THE BIDS ALONG WITH RECOMMENDATION THAT SUBJECT CONTRACT BE AWARDED MANAGEMENT CONSULTANTS CORP. (MCC), A LOCAL FIRM UNDER AMERICAN MANAGEMENT. OIM/FE -- SONNE WAS LISTED FOR INFO COPY OF SUBJECT CABLE.

2. IN VIEW OF MCC'S BID PRICE, NUMBER AND DISTRIBUTION OF PROPOSED INTERVIEWS, THEIR UNDERSTANDING OF THE SPECIFICATIONS, THE QUALITY OF BID PROPOSAL PRESENTATION, AND QUALIFICATION OF THEIR RESEARCH STAFF, POST CONSIDERS MCC MOST COMPETENT TO PREPARE SUBJECT STUDY. FROM SLIGHTLY DIFFERENT POINT OF VIEW, THE NEW TRADE CENTER HAS ALREADY IDENTIFIED TWO FIRMS COMPETENT TO DO RESEARCH: CHINA CREDIT AND INFORMATION SERVICE, CONTRACTOR FOR "SURVEY OF HOTEL AND RESTAURANT EQUIPMENT MARKETS IN TAIWAN" AND PEAT, MARWICK MITCHELL & CO., CONTRACTOR FOR THE "AIR AND WATER PURIFICATION AND POLLUTION CONTROL" GLOBAL MARKET RESEARCH STUDY. WE NOW WISH TO IDENTIFY ANOTHER SO THAT WE MAY HAVE A RESERVE
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OF AT LEAST THREE UPON WHOM WE MAY CALL FOR FUTURE RESEARCH. WE FIRMLY BELIEVE THAT BY AWARDED SUBJECT CONTRACT TO MCC WE WILL HAVE ACCOMPLISHED JUST THIS. MCC HAS ON SEVERCOMMERCE REQUIRED MARKET RESEARCH AND HAS LOWERED BID

PRICES CONSIDERABLY OVER PAST SEVERAL MONTHS TO GAIN BETTER
COMPETITIVE POSITION RELATIVE TO OTHER LOCAL FIRMS.

3. WE URGE OIM/FE TO SUPPORT POST'S RECOMMENDATION SO THAT
EFFECTIVENESS OF MARKET RESEARCH PROGRAM IN TAIPEI MIGHT
BE ENHANCED.
UNGER

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<< END OF DOCUMENT >>

Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TAIPEI00344
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750022-0303
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750189/baaaadpy.tel
Line Count: 64
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 24 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 JAN 2003 by RicharJA>; APPROVED <18 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BEXP, TW
To: USDOC INFO STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006